

Message Text

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11

ACTION EA-09

INFO OCT-01 ISO-00 PA-02 PRS-01 CIAE-00 INR-07 NSAE-00

/020 W

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R 050947Z NOV 75

FM AMEMBASSY TOKYO

TO USIA WASHDC

INFO SECSTATE WASHDC 4598

UNCLAS TOKYO 15786

USIAC

E.O. 11652: N/A

SUBJECT: JIJI MONTHLY RESULTS

SUMMARY: JIJI MONTHLY POLL FOR OCTOBER FOUND 27.9 PERCENT NAMING USA AS NATION THEY LIKE. INCREASE OF 5.3 PERCENT ABOVE SEPTEMBER LEVEL REGISTERED IN INTERVIEWS DONE AS EMPEROR WAS COMPLETING FLAWLESS U.S. VISIT. ADDED TO 4.8 PERCENT GAIN FROM LAST NOVEMBER'S PRESIDENTIAL VISIT TO JAPAN. THIS INCREASE RAISES THIS ROUGH MEASURE OF U.S. IMAGE TO HIGHEST LEVEL SINCE SEPTEMBER 1971 WHEN TRADE PROBLEMS AND "NIXON SHOCKS" WERE CAUSING APPROXIMATE 15 PERCENT DROP IN U.S. "LIKED" RATING. PARALLEL DECREASE TO 6.3 PERCENT IN NUMBER NAMING U.S. AS NATION THEY DISLIKE REDUCES THAT NEGATIVE RATING--AS MUCH AS 15 PERCENT IN MID-1973--TO SMALLEST FIGURE SINCE MID-1970. POLL ALSO FOUND SUPPORT FOR MIKI CABINET AT LOWEST EVER 28.8 PERCENT AND NON-SUPPORT AT ALL-TIME HIGH OF 36.9 PERCENT. END SUMMARY.

1. "LIKED" NATIONS (MULTIPLE REPLIES): (A) USA, 27.9; (B) USSR, 2.4; (C) ENGLAND, 23.2; (D) FRANCE, 23.3; (E) W. GERMANY, 14.1; (F) SWITZERLAND, 31.6; (G) INDIA, 2.0; (H) CHINA, 10.7; (I) SOUTH KOREA, 1.0; (J) N. KOREA, 0.7; (K) NONE, 41.3.

2. "DISLIKED" NATIONS (MULTIPLE REPLIES): (A) USA, 6.3; (B) USSR, 27.9; (C) ENGLAND, 1.1; (D) FRANCE, 1.2; (E) W. GERMANY, 2.2; (F) SWITZERLAND, 0.2; (G) INDIA, 5.2; (H) CHINA, 8.3; (I)

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SOUTH KOREA, 23.1; (J) N. KOREA, 27.2; (K) NONE, 52.8.

3. POLITICAL PARTY SUPPORT: (A) LDP, 27.6; (B) JSP, 11.2; (C) JCP, 2.9; (D) KOMEI-TO, 2.8; (E) DSP, 2.0; (F) OTHER, 0; (G) MORE OR LESS CONSERVATIVE, 9.0; (H) MORE OR LESS PROGRESSIVE, 8.4; (I) NONE, 28.7; (J) DK, 7.4.

4. SUPPORT FOR MIKI CABINET: (A) SUPPORT, 28.8 (B) NON-SUPPORT, 36.9; (C) DK, 34.4.

MILLER

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NNN

Message Attributes

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